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City of Barrie

Minutes - Final

Communities in Bloom Committee

Thursday, April 15, 2021 | **4:00 PM** | **Virtual Meeting**

For consideration by the City Building Committee on May 11, 2021.

The meeting was called to order by the Chair, K. Bagnell at 4:05 p.m. The following were in attendance for the meeting:

Present: 6 - K. Bagnell
Councillor A. Kungl
A. VanderWerf
D. Brooke-Bagnell
D. Ramsay
J. Brady

STAFF:
Committee Support Clerk, B. Thompson
Parks Horticulture Foreperson, M. Boyd

The Communities in Bloom Committee met and reports as follows:

2021 COMMUNITIES IN BLOOM PROGRAM

M. Boyd, Parks Horticulture Foreperson provided an update on the preparations for the upcoming 2021 Communities in Bloom Program. She discussed proposed webinar dates and other itinerary items. It was indicated that links for the webinars will be sent out as soon as they become available. M. Boyd concluded that access to all the award sessions is expected to be in September, October and the actual dates are still to be confirmed. M. Boyd indicated that the first webinar is scheduled for Thursday, May 6, at one o'clock.

Councillor Kungl inquired if there are any postings on the website for people to register for the gardens tour and if staff would be able to send the Committee the link to put on social media in order to start advocating for people to register.

K. Bagnell inquired as to how the Committee was going to contact people to advise them of the details.

M. Boyd indicated that she intends to assign a student to call past participants to inform them that the Communities in Bloom program is going forward and will be virtual, and inviting people to join the webinars.

2021 WORKPLAN

M. Boyd reviewed initial ideas for the workplan.

Councillor Kungl provided the Committee with a list of ideas of communication tactics to get participation, prior to the meeting, to discuss:

- Barrie Families Unite Facebook page;
- Barrie Urban Gardening;
- Engage with the Rotary Club to promote participation in the Communities in Bloom;
- Reaching out to the business community to share and promote business involvement;
- Barrie Public Library session topic and coffee chat;
- Registering My Local Leaf, for the Communities in Bloom. My Local Leaf had converted industrial space to a 15,000 square foot garden and is called the Janice Laking Community Garden;
- Engage with the Arts community and Poet Laureate for poetry reading in the garden;
- Have children paint rocks yellow and place them in garden beds; and
- Have a local journalists cover the activities.

The members of the Committee discussed these ideas at length.

ADJOURNMENT

The meeting adjourned at 5:04 p.m.

CHAIRMAN